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PHILIP K. YU
20955 PATHFINDER ROAD
SUITE 100
DIAMOND BAR, CA 91765

EXAMINER

CHANNAVAJJALA, SRIRAMA T

ART UNIT PAPER NUMBER

2166

DATE MAILED: 01/17/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/995,931

Applicant(s)

YU, PHILIP K.

Examiner

Srirama Channavajjala

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 05 October 2005.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 19-38 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☐ Claim(s) 19-38 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION

Response to Amendment

1. Claims 19-38 are pending in this application.
2. Claims 37-38 have been added [10/5/2005].
3. Claims 19-36 have been amended [10/5/2005].
4. Claims 1-18 have been cancelled [5/12/2005].
5. Claims 19-36 have been added [5/12/2005]
6. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 5/12/2005 has been entered and a non-final Office action mailed on 05/31/2005
7. Examiner acknowledges applicant's amendment filed on 8/2/2004
8. In view of amending claims 7-8 [8/2/2004], the objection to claims 7-8 as set forth in the previous office action is hereby withdrawn.
9. It is noted that applicant filed RCE on 12/20/2005 is "improper RCE" see MPEP 706.07.

Drawings

10. The drawings filed on 11/28/2001 are approved by the Draftsperson under 37 CFR 1.84 or 1.152.

The drawings are objected to under 37 CFR 1.83(a). The drawings must show every feature of the invention specified in the claims for example claim 19 is directed to “ a method of using the Internet to retrieve and handle at least one article in electronic form....paper form by a publisher, comprising: preparing at least one article that is to be published....; assigning, by said publisher, said at least one article.....circulation by said publisher; publishing in circulation,publisher also providing information indicative of a web site, an e-mail address and a telephone number for retrieval;, ‘storing, by said publisher.....corresponding unique tag; connecting, by said publisher, said database to said Internet; receiving, by said publisher.....Internet client’s e-mail address with said publisher;, said publisher authenticating.....Internet client’s e-mail address indicated by said request; retrieving by said publisher.....authenticating said Internet client’s request; upon locating said article...email address. Therefore, each specific function must be shown or the feature(s) canceled from the claim(s). No new matter should be entered.

A proposed drawing correction or corrected drawings are required in reply to the Office action to avoid abandonment of the application. The objection to the drawings will not be held in abeyance.

Information Disclosure Statement

11. The information disclosure statement filed on 8/2/2004 comply with the provisions of 37 CFR 1.97, 1.98 and MPEP § 609 has been considered, a copy of PTO-1449 is hereby enclosed with this office action.

Priority

12. Applicant's claim for domestic priority under 35 U.S.C. 119(e) is acknowledged based on Provisional Application Number **60/253,490** filed on November 28, 2000

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

13. Claims 19-38, are rejected under 35 U.S.C. 103(a) as being unpatentable over Bengtson, US Publication 2002/0049781 [application No. 09/846,674 filed on 5/1/200] based on non-provisional of provisional application No. 60/201,570 filed on May 1,2000 in view of Griebenow et al. [hereafter Griebenow], US Patent No. 5850520

14. As to claim 19, 33, Bengtson teaches a system which including 'a method of using Internet [fig 1, element 108] to retrieve and handle at least one article in electronic form from a printed publication which has been printed in paper form by a publisher' [page 1, col 2, 0007, line 1-9], Bengtson is directed to printed publications and publisher controlled links, more specifically, serving internet web page to indicating printed publications as detailed in fig 1, examiner interpreting electronic form from a printed publication corresponds to web page, publisher corresponds to fig 1, element 107;

'preparing at least one article that is to be published in printed paper form for circulation by said publisher' [page 1, col 1, 0005, line 5-7];

'assigning, by said publisher, said at least one article with at lest one unique tag prior to printing said article in printed paper form for circulation by said publisher' [page

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1, col 2, 0007, line 15-16], Bengtson specifically teaches publication query including publication identifier that corresponds to unique tag;

'publishing in circulation, by said publisher, both of said at least one article and its corresponding unique tag in printed paper form with its corresponding tag being printed in physical proximity to said article' [page 3, col 2, 0025, line 5-12], Bengtson specifically teaches publication link having HTML tags and further printed article is in portable document format file as detailed in page 3, col 2, line 5-12;

'storing, by said publisher, said at least one article in an electronic database, said article being uniquely retrievable based on said corresponding unique tag' [page 3, col 1, 0024, line 1-6], electronic database corresponds to publication link server fig 1, element 104;

'connecting, by said publisher, said database to said Internet' [fig 1, page 3, col 1, line 1-7], Bengtson specifically teaches multiple publishers elements 107 connected to we page server element 106, publication link server element 104 to internet element 108 as detailed in fig 1;

'receiving, by said publisher, a request from an Internet client, [fig 1, element 102], internet client corresponds to fig 1, element 102; said request including said at least one tag, and information indicate of at least one of said Internet client's telephone number and and said Internet client's e-mail address said tag having been previously observed by said Internet client from said printed paper form in circulation' [page 4, col 1, 0028, line 1-2, 0032, line 1-2, col 2, 0038]; 'said Internet client having previously registered a least one of said Internet client's telephone number and said Internet

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client's e-mail address with said publisher' [page 4, col 1, 0032], Bengtson specifically suggests client is connected to network for exchange data particularly with publication link server for example using Ethernet connection, a digital subscriber line, a telephone line , wireless connections and like as detailed in page 4, col 1, 0032;

'retrieving by said publisher from said database to locate said article in electronic form matching said at least one tag' [page 5, col 1, 0040], Bengtson specifically teaches search index related to publication links that including SQL server as detailed in fig 4;

'upon locating said article in electronic form from said database, , said publisher electronically transmitting said article in electronic form to aid Internet client's email address' [page 5, col 2, 0044, 0045, line 1-4].

It is however noted that Bengtson does not specifically teach '*publisher also providing information indicative of a web site, an e-mail address and a telephone number for retrieval, said publisher authenticating said internet client based on at least one of said internet client's telephone number and said internet client's e-mail address indicated by said request*', although Bengtson specifically teaches publisher's computer system connected to the client or users computer through Internet as detailed in fig 1. On the other hand, Griebenow disclosed '*publisher also providing information indicative of a web site, an e-mail address and a telephone number for retrieval [col 1, line 49-53, line 60-66], particularly, return receipt of electronic publication from the consumer's mailbox ensures both publisher as well as user's information, further it is noted that Griebenow also suggest dial-up services; said publisher authenticating said internet client based on at least one of said internet client's telephone number and said internet*

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client's e-mail address indicated by said request' [col 4, line 2-7], Griebenow specifically suggests internet access and e-mail application for a specific web page based on information obtained from the consumers to have access rights.

It would have been obvious to one of the ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Griebenow et al. into serving a web page to a client device based on printed publications and publisher controlled links of Bengtson because both Bengtson, Griebenow are directed to publishers connected to consumers though internet to provide printed publications [see Bengtson: Abstract, fig 1; Grebenow: col 2, line 56-65, fig 1] and both are directed to electronic publication distribution especially connected to consumers,

One of the ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Griebenow et al. into serving a web page to a client device based on printed publications and publisher controlled links of Bengtson because that would have allowed users of Bengtson to use publication engine that receives commands from fulfillment engine to create an electronic publication for delivery to consumers as suggested by Griebenow: col 3, line 14-20, further allows to create customized electronic publication for each consumer [Griebenow: col 4, line 64-67] and delivered using consumer's electronic mailbox [Griebenow: col 1, line 63-66], thus avoiding dial-up service charges, also allows automatic renewal notices of electronic subscription as suggested by Griebenow col 2, line 2-5.

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15. As to claim 20, 29, Bengtson disclosed 'bundling additional information relevant to a subject matter of said article when electronically transmitting said article in portable electronic form to said Internet client' [page 3, col 2, 0025, line 9-12, page 4, col 2, 0037 said relevant additional information being one of pre-supplied by another server as static information and supplied by another server in real-time' [page 5, col 2, 0043].

16. As to claim 21, Bengtson disclosed 'bundling additional relevant information based on the profile information supplied by said Internet client [page 5, col 1, line 8-10], during said pre-registrating, said additional information being one of pre-supplied by another server as static information and supplied by another server in real-time' [page 5, col 2, 0043]; profile information corresponds to publication link may have a page, a chapter, a title, a publisher, book identifying data with a network address and like as detailed in page 5, line 8-10.

17. As to claim 22, Bengtson disclosed 'bundling based on the profile information supplied by said internet client and subject matter of said printed article' [page 5, col 1, 0042, line 1-7]. On the other hand, Griebenow disclosed [collecting a fee by said publisher from said server for such bundling' [col 4, line 12-15].

18. As to claim 23, Bengtson disclosed 'prior to granting access of said database to said Internet client, pre-registering said Internet client's telephone number and e-mail address for authentication, upon authentication, also pre-registering said Internet client's profile information, upon authentication of said Internet client through one of said

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web site, said e-mail address and said telephone number, processing said request from said Internet client' [page 4, col 1, 0032, line 10-13, page 5, col 1, 0041, line 4-8], Bengtson specifically teaches client required to have user name, password to access particular publisher's publication link as detailed in page 5, col 1, 0041, line 5-8.

19. As to claim 24, 35, Bengtson disclosed 'electronically transmitting said article in portable electronic form' [page 3, col 2, 10-12], also teaches publisher's computer system connected to the client's computer through Internet. On the other hand, Griebenow disclosed 'electronic publications downloaded to consumer's computer using Internet access and E-mail application as detailed in col 5, line 40-44.

20. As to claim 25, Bengtson disclosed 'connecting said database to a telecommunication gateway, said gateway being adapted to transmit a request from a Internet client to said database through one of wireless and landline telephone telecommunication network' [fig 1, page 3, col 1, 0022, line 1-7, page 3, col 2, 0028].

21. As to claim 26, Bengtson disclosed 'upon pre-registering said Internet client [see fig 1], storing address of said internet client for delivery' [page 3, col 2, 0027, line 1-3];

'connecting said database to a telecommunication gateway, said gateway being adapted to transmit said request from an Internet client to said database through one of

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wireless and landline telephone telecommunication network' [page 3, col 1, line 1-7, 0023, col 2, 0028, fig 1];

'upon authenticating said Internet client, sending said printed article in electronic form to address of said Internet client previously collected' [page 4, col 1, 0032]. On the other hand, Griebenow disclosed 'storing an email address of said Internet client for delivery' [col 5, line 40-44].

22. As to claim 27, Bengtson disclosed 'assigning a default code, said default code being published with said article when printed in physical form for circulation' [page 3, col 2, 0026, line 5-10]; 'assigning additional codes, [fig 7, page 3, col 2, line 5-8]; 'name of publication, author's name, date of publication, at least a portion of said printed article's title' [see fig 7], especially publication details that including title, ISBN code, and network address as detailed in fig 7.

23. As to claim 28, Bengtson teaches a system which including 'a method of using the Internet to retrieve and handle a plurality of articles in electronic form from a plurality of publications which have been printed in paper form for circulation by at least one publisher' [page 1, col 2, 0008, fig 1], Bengtson specifically teaches publishers, web page servers, publication link servers are connected through Internet as detailed in fig 1, further Bengtson also teaches printing process associated with the printed publication that corresponds to printed in paper form;

'a first step of printing an article in paper format for circulation by said publisher

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comprising: providing said plurality of articles to be published in printed paper form for circulation by said publisher' [page 1, col 1, 0005, line 5-7, col 2, 0008, fig 1];

'assigning, by said publisher, each of said plurality of articles with at least one unique tag prior to printing in printed paper form for circulation' [page 1, col 2, 0007, line 15-16], Bengtson specifically teaches publication query including publication identifier that corresponds to unique tag;

'publishing in circulation, by said publisher, each of said plurality of articles in printed paper form with its corresponding tag also printed in physical proximity to each of said articles' [page 3, col 2, 0025, line 5-12], Bengtson specifically teaches publication link having HTML tags and further printed article is in portable document format file as detailed in page 3, col 2, line 5-12;

'collecting said plurality of articles in portable electronic form' [page 1, col 2, 0005, line 5-8, page 3, col 2, 0025, line 10-12], Bengtson specifically teaches publication links related to articles as detailed in 0005, col 2, line 5-8; portable electronic form corresponds to Bengtson's PDF as detailed in page 3, col 2, 0025, line 5-8;

'storing said plurality of articles in at least one electronic database managed, each of said articles being uniquely retrievable based on said tag corresponding to each article; connecting, , said at least one database to said Internet' [page 2, col 1, 0009, line 1-3, page 3, col 1, 0024, line 1-6], electronic database corresponds to publication link server fig 1, element 104;

'a second step or retrieving said article in portable electronic format' [page 3, col 2, 0025, line 10-12page 4, col 2, 0038] comprising: 'receiving, a request from an

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Internet client [fig 1, element 102], internet client corresponds to fig 1, element 102; said request specifying said at least one tag and said Internet client's delivery means, said tag having been previously observed by said Internet client from said printed paper form in circulation' [page 4, col 1, 0032, line 1-2, col 2, 0038]; 'internet client having previously registred at least one of said Internet client's telephone number' [fig 1, page 3, col 2, 0028]

'retrieving from said at least one database to locate said article in portable electronic form matching said at least one tag by said publisher' [page 3, col 1, 0024, line 1-6, page 5, col 1, 0040], Bengtson specifically teaches search index related to publication links that including SQL server as detailed in fig 4;

'upon locating said article in electronic form, electronically sending said article in portable electronic form to said Internet client based on said Internet client's delivery means' [page 5, col 2, 0044, 0045, line 1-4].

It is however noted that Bengtson does not specifically teach 'publisher also providing information indicative of a web site retrieval from an aggregator', Internet client through one of said web site, said e-mail address and said telephone number, aggregator authenticating said internet client based on at least one of said internet client's telephone number and said internet client's e-mail address indicated by said request, although Bengtson specifically teaches publisher's computer system connected to the client or users computer though Internet as detailed in fig 1. On the other hand, Griebenow disclosed publisher also providing information indicative of a web site retrieval from an aggregator'[col 1, line 49-53, line 60-66] Internet client through one of

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said web site, said e-mail address and said telephone number, aggregator authenticating said internet client based on at least one of said internet client's telephone number and said internet client's e-mail address indicated by said request' [col 4, line 2-7, col 7, line 65-67, col 8, line 1-12].

It would have been obvious to one of the ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Griebenow et al. into serving a web page to a client device based on printed publications and publisher controlled links of Bengtson because both Bengtson, Griebenow are directed to publishers connected to consumers through internet to provide printed publications [see Bengtson: Abstract, fig 1; Griebenow: col 2, line 56-65, fig 1] and both are directed to electronic publication distribution especially connected to consumers,

One of the ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Griebenow et al. into serving a web page to a client device based on printed publications and publisher controlled links of Bengtson because that would have allowed users of Bengtson to use publication engine that receives commands from fulfillment engine to create an electronic publication for delivery to consumers as suggested by Griebenow: col 3, line 14-20, further allows to create customized electronic publication for each consumer [Griebenow: col 4, line 64-67] and delivered using consumer's electronic mailbox [Griebenow: col 1, line 63-66], thus avoiding dial-up service charges, also allows automatic renewal notices of electronic subscription as suggested by Griebenow col 2, line 2-5

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24. As to claim 30, 34, 38, Bengtson disclosed 'pre-registering each Internet client by collecting and storing information' [fig 1, page 3, col 1, 0023, col 2, 0027, line 13-21];

'issuing to each Internet client an access code to said database' [page 4, col 1, 0032, line 7-13];

'upon receiving a request from said Internet client, authenticating said Internet client'[page 4, col 1, 0032, page 5, col 1, 0041];

'if authenticated, allowing said searching to be conducted' [page 5, col 1, 0040];

It is however, noted that Bengtson does not specifically teach 'delivery means, profile and payment methods'. On the other hand Griebenow disclosed 'payment methods' [col 4, line 11-15], internet client's e-mail address and said internet client's telephone umber' [col 1, line 60-66].

25. As to claim 31, Bengtson disclosed 'connecting said at least one database to a telecommunication gateway, said gateway being adapted to transmit a request with a tag from a telecommunication client to said database' [see fig 1, page 3, col 1, 0022]; said telecommunication client being assigned said Internet client's telephone number' [page 3, col 2, 0028];

'upon authenticating said request from said telecommunication client by recognizing said internet client's telephone number, processing said request' [page 4, col 1, 0032, line 7-13];

'upon retrieving an article in portable electronic form matching said tag,

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transmitting said article in portable electronic form to said telecommunication client based on specified delivery means'[page 3, col 2, 5-12, page 4, col 2, 0036];

On the other hand, Griebenow disclosed said database being assigned said telephone number previously published by said publisher' [col 5, line 40-48]

26. As to claim 32, Bengtson disclosed 'request is transmitted through one of wireless telephone and wired connection to said database and said reply is transmitted' fig 1, page 3, col 2, 0028], telephone connection corresponds to wireless telephone or personal digital assistant as detailed in fig 1, element 102. On the other hand, Griebenow disclosed 'client's pre-registered email address' [col 8, line 7-11].

27. As to claim 36, Griebenow disclosed 'said delivery of each requested article is bundled with a commercial advertisement supplied by an advertiser in real-time, said commercial advertisement being relevant to a subject matter of said requested article' [col 5, line 12-15]

'collecting by said publisher, a fee from said advertiser based on the bundling' [col 6, line 8-12].

28. As to claim 38, Griebenow disclosed 'Internet client pays for delivery of said article in electronic form through the Internet client's phone bill associated with said Internet client's telephone number pre-registered with said publisher' [col 6, line 45-58].

Response to Arguments

29. Applicant's arguments filed on 10/05/2005 have been fully considered, for examiner's response see discussion below:

a) At page 11, applicant argues that Bengtson's search index is not the same as the publisher generated and printed tag of the present invention.

As to the above argument, Bengtson is directed to web page to client device based on printed publication, more specifically Bengtson specifically directed to multiple publishers connected to multiple users or clients computers through Internet or other network as detailed in fig 1, Bengtson also teaches publication link server web page server also connected to the internet as detailed in fig 1; Bengtson also teaches each page link logically associates a particular page, these pages are identified by publication identifier, search terms [page 1, 0007, line 15-16, therefore, Bengtson teaches assigning publication identifier that corresponds to unique tag.

b) At page 11, claim 19, applicant argues that Bengtson does not teach such retrieval methods, either using an e-mail or one through a telephonic gateway.

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As to the argument [b], Bengtson specifically teaches both user computer system and publisher's computer systems are connected through Internet [see fig 1], further Bengtson also teaches various devices may be used as client devices for example wireless telephone or a personal digital assistant or PDA as detailed in fig 2, page 3, col 2, 0028 to access or retrieve required information from the publisher.

c) At page 12, claim 19, applicant argues that Bengtson does not disclose such pre-registration using either telephone numbers or e-mail address.

As to the argument [c], Bengtson specifically teaches publication link server stores not only files, programs, web pages, but also various client devices request, further Bengtson also teaches user password, identification may be required to access publication link server [page 4, col 1, 0032], therefore, it is essential that each user using any type of client device for example wireless telephone or personal digital assistant or PDA [page 3, 0028] required to have preregistration to access publication link server.

d) At page 12, claim 19, applicant argues that Bengtson does not teach portable electronic format.

As to the above argument, Bengtson specifically teaches publication link tags including Hypertext Markup language tags for example a portable document format or PDF file may explicitly include hyperlinks as detailed in page 3, col 2, 0025.

e) At page 12-16, claim 19-36, applicant argues that Bengtson does not disclose, "articles are pre-assigned to tags.....; publisher provides information.....; the request also includes either the reader's e-mail address or telephone.....; authentication of requestthe article in portable electronic form.....

As to the argument [e], Bengtson is directed to clients and publishers are connected to internet, particularly to receive print data from publisher[s] as detailed in fig 1. Bengtson also teaches client or users given password, user identification to access or query required pages from the internet [page 2, 0021]. Bengtson also teaches various attributes related to publications records for example publication hit specification and related network address as detailed in fig 7. In order to access to the network system any type may be used such as Ethernet, a digital subscriber line, a telephone line, a wireless connection and like [page 4, 0032], further users are required to register with publisher link server using user identification and pass word [page 4, 0032], It is however noted that Bengtson does not specifically teach '*publisher also providing information indicative of a web site, an e-mail address and a telephone number for retrieval, said publisher authenticating said internet client based on at least one of said internet client's telephone number and said internet client's e-mail address*

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indicated by said request', although Bengtson specifically teaches publisher's computer system connected to the client or users computer through Internet as detailed in fig 1.

On the other hand, Griebenow disclosed *'publisher also providing information indicative of a web site, an e-mail address and a telephone number for retrieval [col 1, line 49-53, line 60-66], particularly, return receipt of electronic publication from the consumer's mailbox ensures both publisher as well as user's information, further it is noted that Griebenow also suggest dial-up services; said publisher authenticating said internet client based on at least one of said internet client's telephone number and said internet client's e-mail address indicated by said request' [col 4, line 2-7]*, Griebenow specifically suggests internet access and e-mail application for a specific web page based on information obtained from the consumers to have access rights.

It would have been obvious to one of the ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Griebenow et al. into serving a web page to a client device based on printed publications and publisher controlled links of Bengtson because both Bengtson, Griebenow are directed to publishers connected to consumers though internet to provide printed publications [see Bengtson: Abstract, fig 1; Grebenow: col 2, line 56-65, fig 1] and both are directed to electronic publication distribution especially connected to consumers,

One of the ordinary skill in the art at the time of applicant's invention to incorporate the teachings of Griebenow et al. into serving a web page to a client device based on printed publications and publisher controlled links of Bengtson because that

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would have allowed users of Bengtson to use publication engine that receives commands from fulfillment engine to create an electronic publication for delivery to consumers as suggested by Griebenow: col 3, line 14-20, further allows to create customized electronic publication for each consumer [Griebenow: col 4, line 64-67] and delivered using consumer's electronic mailbox [Griebenow: col 1, line 63-66], thus avoiding dial-up service charges, also allows automatic renewal notices of electronic subscription as suggested by Griebenow col 2, line 2-5.

Conclusion

The prior art made of record

- | | | |
|----|---------------|--------------|
| a. | US Pub No. | 2002/0049781 |
| b. | US Patent No. | 5850520 |

30. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).


A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Srirama Channavajjala whose telephone number is 571-272-4108. The examiner can normally be reached on Monday-Friday from 8:00 AM to 5:30 PM Eastern Time.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alam, Hosain, T, can be reached on (571) 272-3978. The fax phone numbers for the organization where the application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free)

SC
Patent Examiner.
January 10, 2006.


SRIRAMA CHANNAVAJJALA
PRIMARY EXAMINER